

## CLAIMS

1. A flavor deterioration inhibitor or an inhibitor for the generation of deterioration smell of citral or a citral-containing product, which comprises an extract obtained by extracting Ashitaba, avocado, common plantain, oriental senna, hawthorn, semi-fermented tea leaves or fermented tea leaves with water, a polar organic solvent or a mixture thereof (provided that there is excluded an inhibitor for the quality deterioration of a coffee liquid extract comprising an extract of semi-fermented tea leaves or fermented tea leaves).  
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2. A flavor deterioration inhibitor, which comprises an extract obtained by extracting Ashitaba, avocado, common plantain, oriental senna, hawthorn, semi-fermented tea leaves or fermented tea leaves with water, a polar solvent or a mixture thereof (provided that there is excluded an inhibitor for the quality deterioration of a coffee liquid extract comprising an extract of semi-fermented tea leaves or fermented tea leaves).  
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3. An oral composition wherein a flavor deterioration inhibitor as claimed in claim 2 is added at 1-500 ppm.  
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4. A method for inhibiting flavor deterioration of an oral composition, which comprises adding a flavor deterioration inhibitor as claimed in claim 2 to said oral composition at 1-500 ppm.  
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5. A flavor wherein a flavor deterioration inhibitor as claimed in claim 2 is added at 0.005-5 % by weight.

5 6. A method for inhibiting deterioration of a flavor, which comprises adding a flavor deterioration inhibitor as claimed in claim 2 to said flavor at 0.005-5 % by weight.

10 7. An inhibitor for the generation of deterioration smell of citral or a citral-containing product, which comprises an extract obtained by extracting Ashitaba, avocado, common plantain, oriental senna, hawthorn, semi-fermented tea leaves or fermented tea leaves with a polar organic solvent, water or a mixture thereof.

15 8. An inhibitor for the generation of deterioration smell of citral or a citral-containing product as claimed in claim 7 wherein deterioration smell is caused by p-cresol or p-methylacetophenone.

20 9. An inhibitor for the generation of deterioration smell of citral or a citral-containing product as claimed in claim 7 or 8 wherein said citral-containing product is a citrus-series flavor or citrus-series fragrance.

25 10. An inhibitor for the generation of deterioration smell of a citral-containing product as claimed in claim 7 or 8 wherein said citral-containing product is a citrus-series drink or

citrus-series confectionery.

11. An inhibitor for the generation of deterioration smell of  
a citral-containing product as claimed in claim 7 or 8 wherein  
5 said citral-containing product is fragrances and cosmetics.

12. A method for inhibiting the generation of deterioration smell  
of citral or a citral-containing product wherein an inhibitor  
for the generation of deterioration smell as claimed in any of  
10 claims 7 to 11 is added at 1-500 ppm.

13. A citral or citral-containing product wherein an inhibitor  
for the generation of deterioration smell as claimed in any of  
claims 7 to 11 is added at 1-500 ppm.